

THE NCLR LATINO FAMILIES HIV/AIDS MEDIA KIT:

A Latino Family Prevention Approach
to HIV and AIDS

**Protect Your Family:
Communicate**



**LATINO FAMILIES
HIV/AIDS PREVENTION PROJECT
PRESS RESOURCE GUIDE**

THE NCLR LATINO FAMILIES HIV/AIDS MEDIA KIT: A Latino Family Approach to Preventing and Treating HIV and AIDS

INTRODUCTION

National Council of La Raza

The National Council of La Raza (NCLR) – the largest national Hispanic civil rights and advocacy organization in the United States – works to improve opportunities for Hispanic Americans. Through its network of nearly 300 affiliated community-based organizations (CBOs), NCLR reaches millions of Hispanics each year in 41 states, Puerto Rico, and the District of Columbia. To achieve its mission, NCLR conducts applied research, policy analysis, and advocacy, providing a Latino perspective in five key areas – assets/investments, civil rights/immigration, education, employment and economic status, and health. In addition, it provides capacity-building assistance to its Affiliates who work at the state and local level to advance opportunities for individuals and families.

Founded in 1968, NCLR is a private, nonprofit, nonpartisan, tax-exempt organization headquartered in Washington, DC. NCLR serves all Hispanic subgroups in all regions of the country and has operations in Atlanta, Chicago, Los Angeles, New York, Phoenix, Sacramento, San Antonio, and San Juan, Puerto Rico.

The NCLR Institute for Hispanic Health

The NCLR Institute for Hispanic Health's (IHH) mission is to reduce the incidence, burden, and impact of health problems in Hispanics. Quality health interventions developed by IHH focus on improving access to and utilization of health promotion and disease prevention programs. IHH is committed to providing technical assistance and science-based approaches that are culturally competent and linguistically appropriate. In recent years, IHH has expanded its work on HIV/AIDS in the U.S. Hispanic community and launched the NCLR Latino Families HIV/AIDS Prevention Project.

NCLR/CSULB Center for Latino Community Health, Evaluation, and Leadership Training (“the Center”)

In 2005, NCLR and the College of Health and Human Services at California State University, Long Beach (CSULB) inaugurated the NCLR/CSULB Center for Latino Community Health, Evaluation, and Leadership Training (“the Center”) in an effort to merge academic research with a community-based outreach strategy to positively impact the health status of underserved Latino communities. By combining applied Latino health research with community- and university-based educational opportunities and campaigns; hands-on outreach projects with community-based organizations; professional training; and collaborations among foundations, corporations, public-sector leadership, and academic institutions, the Center is able to design, implement, and evaluate innovative culturally- and linguistically-appropriate models and approaches to guide national policies and programs impacting and advocating for healthy Latino communities. Through development of best practices, evaluation, and project planning strategies, the Center and its staff will continue to play a crucial role in the development and implementation of the NCLR Latino Families HIV/AIDS Prevention Project.

THE NCLR LATINO FAMILIES HIV/AIDS MEDIA KIT

The primary purpose of the *NCLR Latino Families HIV/AIDS Media Kit* (“Media Kit”) is to provide organizations working to prevent HIV and AIDS among Latinos with tools that will aid them in serving the communities with which they work. In this capacity, the vision is threefold:

- (1) To educate regarding the issues surrounding the HIV and AIDS epidemic and the risk of infection for Latinos.
- (2) To offer technical assistance and capacity-building to community organizations already working in the field.
- (3) To reach out to the Latino population on the topic of HIV and AIDS and to promote HIV testing and prevention as well as early diagnosis and treatment.

Prior to establishing the NCLR Latino Families HIV/AIDS Prevention Project, NCLR staff conducted the NCLR Latino Families HIV/AIDS Needs Assessment (“Needs Assessment”), a large qualitative analysis of HIV-positive and high-risk Latinos at 14 sites in the U.S., including Puerto Rico. The Needs Assessment, which reached out to 259 Hispanic women and 63 Hispanic men from 2000 to 2003, is the most comprehensive qualitative analysis of HIV and AIDS within the Latino community to date. One of the major focuses of the Needs Assessment was to determine the extent of exposure to and recall of HIV prevention messages among at-risk and HIV-positive Latinos. Furthermore, participants were asked to consider the cultural and linguistic relevance of the messages

for which they reported recall and to provide their recommendations for the development of prevention messages and strategies. The creation of this Media Kit is the direct result of the voices of the many HIV-positive and at-risk Latino community members who participated in the Needs Assessment and who reported that they had never or seldom seen or heard HIV prevention messages targeting the Latino community.

Vision

The goal of this Media Kit is to help community-based organizations (CBOs) gain a better understanding of the complex issues surrounding HIV and to help them mobilize their local communities and utilize local media resources to create HIV and AIDS awareness and facilitate early access to HIV testing and treatment. This kit outlines the necessary steps to accessing the media – one of the main channels in disseminating information about HIV on a larger scale. Media – television, radio, print, and the Internet – has the potential to reach large numbers of people at a relatively low cost. Coupled with grassroots community outreach efforts, such as the work done by NCLR's network of *promotores de salud* (lay health educators), this multifaceted approach to community education can prove beneficial in changing and shaping patterns of health-related behavior on personal, familial, and community levels.

Theory

This Media Kit utilizes a family approach to community prevention and education. Since an illness affects not only the infected individual but also that person's family, friends, and other loved ones, prevention must itself be a system of education that extends to the larger community beyond those who are perceived – often erroneously – as being at the highest risk. With this approach to HIV and AIDS education, prevention, and care, responsibility begins with the family.

The Needs Assessment identified common themes concerning health care access, family, gender, and community and NCLR staff used the data to design prevention messages and HIV and AIDS education strategies that resonate with the diverse pan-Latino community. This design differs from traditional approaches that have narrowly targeted a perceived at-risk group and therefore failed to reach many of those Latinos who – assuming the disease could not affect them – have since become infected. In contrast, this kit's all-encompassing prevention messages on HIV and AIDS focus on the particular context of risk experienced by Latinos throughout the U.S. and are culturally and linguistically appropriate. By focusing on Latino community assets – such as strong family ties, work ethic, and drive to succeed – the materials redefine characteristics such as *machismo* which, while normally considered negative, can also be viewed more positively as a male's responsibility to protect and take care of his family. Through its multifaceted approach, the Media Kit seeks to reach a community that continues to be disenfranchised from the main access points of health information and to deliver education and outreach on a virus that is evolving into one of the deadliest epidemics of our times.

Contents

The Media Kit includes the following:

- Bilingual HIV and AIDS prevention brochures targeting families, men, women, and youth
- A broadcast-quality DVD containing one English-language and three Spanish-language video Public Service Announcements (“PSAs”) targeting Latino men and women
- Outreach *Tarjetitas* (cards) to facilitate education and provide a consistent prevention message for peer educators and other outreach workers
- A media resources guide providing media contacts, and news release templates for media campaign implementation.

Additionally, each of the above includes a “Tips” component intended to assist CBOs in integrating that specific idea or theme into their already existing community outreach activities. Key facts and statistics are also included throughout to illustrate the disparities in HIV and AIDS cases and related knowledge among Latino men, women, and youth when compared with other populations.

HIV AND AIDS AND THE LATINO COMMUNITY

The topic of HIV and Latino communities in the United States is generally buried and misunderstood, leaving organizations and people working in the area of HIV community education and prevention with a range of questions. Who is getting infected and why? What is being done to offer community education? What health care and community services are available that can be accessed by the community?

In this chapter, Section I offers an overview on the state of HIV and AIDS in the Latino community, its changing and increasing impact on various Latino subpopulations over the past decade, and the greatest challenges to addressing the disease's impact. Section II focuses on the three main general themes of "Culture and Family," "Women and HIV and AIDS," and "Latinos and the Media" which surfaced during the Needs Assessment. These themes help to shed light on issues regarding risk behavior, modes of protection, barriers to health care access, and HIV testing patterns. Finally, the "Statistical Snapshot" section provides some important statistics on HIV and AIDS in the U.S. Hispanic community.

SECTION I: State of HIV and AIDS in the Latino Community

Latinos are now the largest minority group in the U.S., representing nearly 14% of the total population. Unfortunately, as the population increases, Latinos continue to represent a disproportionately high number of new HIV infections and AIDS cases. Latinos now represent 19% of the total U.S. AIDS cases and 20% of the AIDS cases diagnosed since 2004. The Hispanic AIDS case rate of 25 per 100,000 is now the second-highest of any racial/ethnic group in the U.S., 3.5 times that of Whites in 2004. Furthermore, HIV appears to be affecting Hispanic women and adolescents more than all other racial/ethnic groups, with the exception of African Americans. In 2004, Latinas represented 21% of total Latino AIDS cases, and Latino teens (ages 13-19) represented 21% of new AIDS cases among adolescents in 2003. The heterosexual risk of infection is also greater among Latinos of both genders when compared to Whites.¹ AIDS diagnoses among Latinos increased by 8% between 1999 and 2003, more than any other racial/ethnic group. Additionally, during this timeframe, Latinos were the only racial/ethnic group to demonstrate an increase in deaths among persons with AIDS, underscoring the lack of access to early HIV testing, related services, and HAART (highly active antiretroviral therapy).²

Furthermore, Latino subpopulation differences – immigration, level of acculturation, and risk factors – need to be considered in order to understand the changing pattern of new infections within the community and effectively curb the spread of HIV. For example, there were only two Latino subpopulations to experience increases in AIDS cases by place of birth from 1992 to 2001: Latinos born in the U.S. (whose AIDS rate increased from 32% to 43%), and Latinos born in Mexico (whose AIDS rate increased from 7% to 14%). Yet, there are limited data on the causes of these increased infection rates. In 1999, the Centers for Disease Control and

Prevention (CDC) examined the AIDS cases diagnosed among Latinos and found that behavioral risk factors vary significantly among Latino nationalities. For example, Latinos of Central American (52%), Mexican (57%), and Cuban (50%) ancestries contract HIV from sex with other males more so than Puerto Ricans, particularly if they are from the lower socio economic classes. In the case of Puerto Ricans, 45% of HIV infection is due to intravenous drug use (IDU). IDU and alcohol consumption, activities that deplete the immune system, often lead to unprotected sex, thereby increasing the chance that exposure to the virus will lead to infection.³ Yet, this limited – and now somewhat dated – study illustrates the importance of subpopulation data regarding new HIV infections, the absence of which further thwarts the effectiveness of efforts targeting particular groups of Latinos. If the U.S. is to curb the spread of HIV among its fastest-growing population, more resources must support comprehensive investigation of the changing patterns of new infections and their causes.

According to the National Alliance of State and Territorial AIDS Directors (NASTAD), resource allocation for HIV and AIDS has been markedly less in states with the largest growth in Latinos, receiving less funding per AIDS case for both prevention and care than the national average. The lack of resources allocated for prevention among Latinos contributes to a disproportionate risk for HIV infection which is further compounded by a lack of culturally- and linguistically-appropriate health education and care. From 1999 to 2002, new HIV infections among Latinos increased by 26.2%, the largest increase in any population.⁴ Furthermore, from 2001 through 2004, both male and female Hispanics experienced the largest increases in heterosexual infection rates. In males the increase went from 5% to 11% of all new Latino male HIV and AIDS cases in 2004, and female heterosexual infection jumped from 26% to 51% of all new Latina HIV and AIDS cases in 2004.

SECTION II: Themes Derived from NCLR Latino Families HIV/AIDS Needs Assessment

Culture, Family, and HIV

Cultural stigma and societal taboos have made the discussion around HIV particularly difficult in the Hispanic community. Since HIV and AIDS has historically been tied to issues of sexuality and drug use – and in particular to homosexuals, chemical dependents, and other marginalized populations – the disease has often been “swept under the carpet” and rarely acknowledged as a risk for the traditional Hispanic family.

Gender and HIV and AIDS: “*Yo nunca salí de mi casa*” (I never left my house)

Cases of heterosexual HIV infection have risen sharply in the last two decades, and this is particularly true for Hispanic women. In addition to the numbers, it is important to note that current HIV reporting practice aggregates a large share of new HIV cases under the transmission category “Other/risk factor not reported or identified.” This occurs when a person reports a heterosexual risk but is unable to verify whether or not a sexual partner fits into the Men who have Sex with Men (MSM) category or has a history of injection drug use (IDU). The NCLR Latino Families HIV/AIDS Needs Assessment report found that many HIV-positive Latinas are unaware of their partner’s MSM behaviors and/or previous or current drug use.

Nonetheless, since many of these infections are caused by heterosexual transmission, they should be reported as such.

Language and the Media: “*Simplemente, no hay mensajes en español*” (Simply put, there are no messages in Spanish)

In studies looking at underserved communities and their exposure to media and media messages, it is clear that there is a lack of access to information that puts the HIV and AIDS epidemic into a context that Hispanics can relate to or in a language that they can understand. Prevention messages that have predominantly focused on traditional at-risk populations – such as homosexuals and drug users – fail to reach Hispanic communities via media, community, or school outreach campaigns. In addition, those messages that do reach Latinos often fail to communicate the risk of the disease to those who do not identify as homosexual or injection drug users; as a result of this disassociation, heterosexual Hispanics often do not recall the prevention messages. Currently, all Hispanic subgroups lack basic information on the growing rates of infection among U.S. Hispanics.

SECTION III: Statistical Snapshot

- At the end of 2003, an estimated 1,039,000 to 1,185,000 persons in the United States were living with HIV/AIDS, with 24-27% undiagnosed and unaware of their HIV infection.⁵
- In 2004, the estimated rate of adult and adolescent HIV and AIDS cases in the United States was 25.1 per 100,000, but among Latinos the rate was 39 per 100,000.⁶
- In 2004, there were an estimated 84,001 U.S. Latinos living with the AIDS virus (this does not include those living with HIV). Of the Latino cases, 65,373 (nearly 78%) were male adults or adolescents, 17,780 (more than 21%) were female adults or adolescents, and the remaining 848 were children under the age of 13.⁷
- Despite representing only 14% of the U.S. population, Latinos account for 20% of the 42,514 cases diagnosed in 2004 alone, and 19% of the 944,306 AIDS cases diagnosed since the start of the epidemic.⁸

Changes in the Disease’s Impact on Hispanics Over Time

- While in 1993 it is estimated that Hispanic men represented 6% of all reported HIV (not AIDS) cases in the U.S., which number grew to 22% of all reported HIV cases for 2004, whereas the share of reported White male cases of HIV fell from more than 42.6% in 1993 to 36% of all reported HIV cases in 2004.⁹
- Today the disease is also much more likely to affect Hispanic women. In 1993, Latinas accounted for 5.6% of all reported HIV (not AIDS) cases, but in 2004, Latinas accounted for 20% of all new reported cases.¹⁰

- Heterosexual infection among Latinas continues to increase dramatically. Whereas only 43% of reported Latina HIV (not AIDS) cases in 1993 resulted from heterosexual contact, that number rose to 49% of the reported Latina HIV cases in 2004.¹¹

Regions in the U.S. with the Highest Latino HIV and AIDS Rates

- According to the Kaiser Family Foundation, New York, California, Puerto Rico, Florida, and Texas are the five regions with the highest Latino AIDS rates.¹²
- Half of the ten states with the highest rates of Latino AIDS cases are located in the Northeast, and together they account for 36% of all Latino AIDS cases.¹³
- The ten regions with the highest rates of Hispanic AIDS cases – New York, California, Puerto Rico, Florida, Texas, New Jersey, Illinois, Pennsylvania, Massachusetts, and Connecticut – account for 89% of the Latinos estimated to be living with AIDS by the end of 2004.¹⁴
- Country of origin data demonstrate slight declines in AIDS cases by place of birth among Puerto Ricans, and Central and South Americans.¹⁵ AIDS cases among U.S.-born Latinos are increasing rapidly, indicating a new wave of the pandemic.¹⁶

Transmission

- Among the 17,780 estimated cases of Latina adults and adolescents living with AIDS (not including HIV) in 2004, 65% had contracted the disease through heterosexual sex, 32% through IDU, and 3% through other or unknown transmission.¹⁷
- Among the 65,373 estimated cases of Latino male adults and adolescents living with AIDS in 2004, 52% of the cases were transmitted through (MSM), 28% through IDU, 13% were transmitted heterosexually, and 7% through MSM and IDU, and 1% through other or unknown transmission.¹⁸

Access to Health Care

- Hispanics are more likely than Whites to postpone treatment after learning of an HIV infection.¹⁹
- Nearly one-quarter (24%) of Latinos living with HIV/AIDS are uninsured, compared to 17% of Whites, and one-half (50%) of Latinos living with HIV/AIDS rely on Medicaid, compared to 32% of Whites.²⁰

Death

- Since the beginning of the epidemic, 93,163 U.S. Latinos have died from AIDS.²¹
- While death among Whites with AIDS declined by 19% between 2000 and 2004, death among Latinos with AIDS increased by 7% between 2000 and 2004.²²

HISPANIC-FOCUSED HIV AND AIDS PREVENTION AND EDUCATION MATERIALS

SECTION I: "Novelita" Brochures

While conducting site visits to various community-based organizations (CBOs) that provide HIV and AIDS-related outreach and services, the dearth of culturally- and linguistically-appropriate HIV educational materials targeting Latinos became very evident to project staff. In order to support Hispanic CBOs in their efforts to communicate the reality and risks of HIV infection, project staff developed culturally- and contextually-relevant *novelita* brochures based on findings and the comments and experiences of participants from the NCLR Latino Families HIV/AIDS Needs Assessment. Emphasizing the value of family within various Latino cultures and the success of communicating to the Hispanic community via *novelitas*, or real-life-inspired narratives and vignettes, the *novelita* brochures appeal to Latinos' responsibility to their family and community and inspire readers to take a positive and holistic approach to addressing HIV and AIDS regardless of their sexual orientation or risk group. The brochures were designed to provide the reader with basic HIV prevention information, communication strategies for sexual and reproductive education within the family, statistics regarding the impact of HIV and AIDS on the Latino community, and culturally-and linguistically-relevant information placing HIV risk within the context of their lives. By presenting HIV risk within the context of daily life through issues such as (1) becoming comfortable discussing sex with your children, (2) teen pregnancy, (3) HIV invulnerability, (4) condom use, (5) abstinence, (6) homophobia, (7) gender expectations, (8) *machismo*, (9) infidelity, and (10) immigration, the brochures acknowledge the real-life risk of HIV infection within the Hispanic community and encourage dialogue on prevention and care. CBOs are currently using the brochures to supplement outreach and education activities and to provide useful points and questions for self-reflection and discussion. In addition, many health education staff read the *novelitas* aloud to initiate *charlas* (small group educational discussions).

There are four distinct versions of the *novelita* brochures, targeting the broad populations of men, women, families, and youth. The brochures purposefully do not focus on traditionally targeted populations of MSM and IDUs because it is critical for the Latino community to understand that HIV is a virus that infects people due to risky behaviors and that persons who do not identify with traditionally at-risk populations may still be at substantial risk for infection. Each of the brochures is set in a context that reflects the experiences of the targeted subgroup. The titles for each of the populations are as follows:

Family – *Una Familia Unida Se Protege Mejor/Protect Your Family: Communicate*

Women – *Protege a Tu Familia: Protegiéndote a Ti/Protect Your Family: Protect Yourself*

Men – *Protégete: Protege a Tu Familia/Protect Yourself: Protect Your Family*

Youth – *Decide Tu Futuro: Protégete Hoy/ Decide Your Future: Protect Yourself Now*

The brochures were focus-group-tested with Latino clientele and staff throughout their development and tested by an expert in low literacy level monolingual Spanish-speaking populations to ensure that the written information did not exceed that of the fifth-grade reading level. Furthermore, native Spanish speakers from Puerto Rico, Mexico, El Salvador, Venezuela, Colombia, Ecuador, and Costa Rica participated in the development of the brochures to ensure a non-colloquial Spanish that was “pan-Latino” in nature. They have been evaluated by staff and clientele from more than 60 CBO staff throughout the U.S., Mexico, and Puerto Rico, and the results have been overwhelmingly positive. The *novelita* brochures provide a critical first step in attempting to ameliorate the lack of culturally- and linguistically-appropriate HIV and AIDS-related education targeting Latinos.

Tips on How to Use the *Novelita* Brochures

The *novelita* brochures facilitate the engagement of CBOs’ Latino clientele and are useful in HIV-related education efforts. When CBO staff confront these issues, the *novelita* brochures provide a valuable tool to initiate dialogue through *charlas*. The *novelitas* can be read aloud to group participants to generate rich discussion regarding the context of HIV risk among Latinos and Latino-specific HIV and AIDS facts and figures. Discussions can then lead to prevention education since the participants are likely to have a heightened interest after realizing the extent to which HIV and AIDS impacts the Latino community, regardless of sexual orientation or drug use history. Despite their efficacy, the brochures were designed to supplement and complement outreach activities and cannot be considered a sufficient HIV prevention mechanism on their own.

It is important that the distribution of the brochures not be limited to the actual organization site; they should be distributed throughout the community in venues such as laundromats, grocery stores, indoor and open-air markets, churches, clubs, community clinics, dances, pharmacies, work sites, and community centers. Community educators may also consider partnering with community-based charter schools and traditional public schools to ensure that the brochures are distributed in student resource and counseling centers and utilized for school-related HIV prevention and sexual education programs and campaigns.

Blank spaces have been left at each side of the back portion of the brochures so as to allow room for CBOs using these materials to place their own address labels. These label spaces can also be used to advertise HIV testing services and hours and other outreach activities, such as health fairs, classes, or community trainings.

(Note: If your CBO requires additional copies of the novelita brochures, please contact NCLR Latino Families HIV/AIDS Prevention Program staff at 1-800-920-5990.)

SECTION II: Public Service Announcements (PSAs)

Background

The lack of prevention message recall among participants in the 14-site Needs Assessment led to collaboration with Latino artists and production companies in an effort to create culturally- and linguistically-relevant PSAs. NCLR and Grupo Vida Media collaborated on the filming of a Spanish-language PSA with Mexican-born actor Gabriel Romero and Cuban-born actor Rene Lavan to educate the Latino community on the context of HIV risk among Latinos and to encourage participation in HIV education and testing. This PSA targets Latino men, appealing to their desire to protect their families from HIV and to recognize HIV's potential impact on their families. In addition, it encourages early HIV testing by connecting with the Latino male's traditional value of courage and strength to brave the unknown.

In addition, Lupe Ontiveros, a celebrity who supports NCLR's HIV and AIDS work in the Latino community, appeared on the Reba McIntire Show and discussed NCLR's plans for the development of HIV prevention PSAs targeting Latinas. Project staff, based on the findings of the Needs Assessment, wrote two PSAs in English and Spanish targeting Latinas. Ms. McIntire donated her production crew, cast, and set for the filming of the PSAs and appeared with her cast in the English version. The PSAs were directed by Rene Lavan. The rough cut of both PSAs were tested through the use of focus groups, and minor edits were made to the subtitles. Taglines written and scored by the composer were voted on by focus group participants to ensure community involvement in each step of the development. Recommendations were incorporated into the final DVD, which is attached to the front panel of this kit.

Tips on PSA Distribution

A PSA is a brief announcement aired on the radio or television, often for nonprofit organizations. Most radio and television stations dedicate a certain percentage of their airtime to PSA dissemination. While every station varies in its specific PSA requirements, the following are general guidelines:

- If shown in conjunction with a given HIV/AIDS day or event, PSAs should be received (either in writing or on a CD/DVD) at least two weeks before the event. Some stations require as much as a six-week advance notice to air the PSA. Check the deadlines for the local stations on which you would like the PSA aired when planning your event. If showing the PSAs as part of a project or outreach-related activity, work with local stations to secure optimal air times and frequency of broadcast.
- Speak with the public affairs director of each station to learn their rules and regulations regarding PSAs. Some stations air PSAs randomly throughout the day; others – including most local Univision stations and Telemundo affiliates – have community calendars and air announcements at specific times on a weekly basis.

- When developing PSAs to announce an HIV/AIDS awareness event, offer versions of differing lengths. Indicate the reading time at the top of the page: ten seconds (25 words), 20 seconds (50 words), and 30 seconds (75 words). Never send anything without first reading it out loud and timing it several times. Names that are difficult to pronounce should be spelled out phonetically.
- If there is no funding for media buys (airing of the PSA within time slots that traditionally have optimal viewing), PSAs can be more easily scheduled for viewing on cable or alternative networks at no cost.
- It is against the law to mention raffles, door prizes, and lotteries in the PSA.

SECTION III: Outreach “*Tarjetitas*”

Tips on Distributing Information to the Community

Tarjetitas, or outreach cards, have been designed to help CBOs conduct HIV testing and prevention outreach in their respective communities. Similar to the *novelita* brochures, four distinct outreach *tarjetitas* were developed, targeting the broad populations of men, women, families, and youth. The cards were first developed in Spanish and then translated to English. One side of the card contains key facts and messages directed to the targeted audience. The quick “at-a-glance” educational message is intended to prompt or encourage the recipient of the card to get tested. The other side of the card contains a powerful call to action message to “Get Tested Today!” along with a blank space that allows room for CBOs to place their own address and HIV testing services and hours.

The *tarjetitas* are also ideal for *promotores* since they facilitate the process of referring clients to CBOs for testing. Furthermore, the cards can assist CBOs with tracking and measuring the impact of *promotores* outreach efforts.

If *promotores* are not being used by a CBO wishing to implement this type of outreach, the *tarjetitas* can be distributed by organization staff, students, and volunteers. Ideal locales for distribution are laundromats, grocery stores, indoor and open-air markets, churches, clubs, community clinics, dances, pharmacies, work sites, community centers, and other places Latinos frequent. Community educators may also consider partnering with community-based charter schools and traditional public schools to ensure that the brochures are distributed in student resource and counseling centers and utilized for school-related HIV prevention and sexual education programs and campaigns.

Prior to the initiation of outreach activities, it is essential to ensure that the community is being consulted closely so as to determine ideal locations and times to schedule outreach activities.

(Note: If your CBO requires additional tarjetitas or would like to tailor the tarjetita's design to include information about your CBO and/or other local HIV and AIDS resources, please contact NCLR Latino Families HIV/AIDS Prevention Project staff at 1-800-920-5990.)

HIV/AIDS MEDIA CAMPAIGN: NEWS RELEASE TEMPLATES AND OTHER RESOURCES

SECTION I: What is Earned Media and Why is it Important?

Earned media is the ability of an organization, company, or individual to convince news editors or producers to write an article or design a TV or radio program based on an event or news topic. For nonprofit organizations – who rarely have funding for paid advertisements and other promotion – earned media is critical to communicating their mission and the issues that they focus on to a larger audience. Particularly for CBOs, who have a heightened awareness of the daily struggles and successes of their clients, the gains from using the media can be significant. A CBO with a strong media operation that is frequently in the news can improve its well-being by drawing more funding, local government and business partnerships and alerting potential clients to its services.

While there is no need to pay for the placements for earned media, success depends on staff time and commitment, relationships with media, a coordinated plan, an interesting or newsworthy topic, and creativity. The information below explains these and other elements of a successfully earned HIV/AIDS media campaign.

(Note: If your CBO would like to receive the news release templates and other resources included below in a digital format, please contact NCLR Latino Families HIV/AIDS Prevention Project staff at 1-800-920-5990.)

SECTION II: Developing a Press List

A press list is a list of media outlets such as area newspapers, magazines, radio and television stations, and Internet sites. Key to developing a press list is determining who the audience is and how an organization could expand its audience. For example: What media sources might reach individuals in the Hispanic community who are not yet aware of the issues related to HIV and AIDS and Latinos? There is also no replacement for fostering strong relationships with members of the media.

How to develop a press list

- Read publications, newspapers, and magazines and make note of writers/reporters who cover areas similar to your field. Search for HIV and AIDS and Latino-specific stories. Find out who covers health-related issues for your local publications. You might need to speak with a newspaper's assignments editor or news editor to get this information.
- Call radio and TV stations or look at their websites for a listing of regular programs and their specific producers or news directors. Identify programs –

such as those focusing on health issues or the Hispanic community – that you think may be interested in covering HIV and AIDS and Latinos.

- Request media kits produced for potential advertisers from local media (newspapers, radio, etc.) which often include demographics information regarding the community, target markets, circulation, and readership figures.
- While Spanish-language media is critical to Hispanic issue-focused media campaigns, it is also important to include English media since large numbers of U.S. Latinos speak English as their dominant language – and since evidence suggests that HIV is increasingly affecting second-and later-generation Hispanics living in the U.S. In addition, issues that may not be “new” news for Spanish-language programs may be new and interesting to an English-language syndicate.
- Utilize the Internet! The Internet provides a wealth of information on media outlets. Most media outlets have their own websites with editor contact information. www.newsdirectory.com is a free online directory of media outlets including newspapers, magazines, and television stations. For listings of radio stations, check out www.radio-locator.com. If you do not have Internet access, most public libraries provide free access.
- Do not forget to include community organization newsletters, ethnic-specific organizations, ethnic papers, free street press, tabloids, and college and university newspapers. These outlets are more likely to print your press release. You can find more alternative press ideas at www.altpress.org.
- As you develop your media list, you should include information about when the publication goes to print (i.e., is it a daily or does it go to print every Tuesday?). For radio and TV programs, there are often weekly taping times during which shows are produced before they are aired and, as with print publication, TV and radio will be much more likely to cover your event or issue if you pitch the idea within a timeframe that is suitable for their news cycle.
- Media lists should be updated frequently since reporters, editors, producers, and even specific media syndicates change every day. The best way to keep a media list updated is to engage in media campaigns on a regular basis. This way, reporters get to know you and will inform you of pending changes. However, paying an intern to do this may not prove as beneficial to the larger goal of developing strong media relationships, since interns’ positions are temporary and relationships are not sustained over a long period of time with intern positions.

SECTION III: Media Resources

www.newsdirectory.com

NewsDirectory is a free directory of newspapers (daily and nondaily), magazines, television stations, colleges, visitor bureaus, and governmental agencies. You can sort listings by state, city, or region, and it provides links to media websites.

www.radio-locator.com

Radio-Locator allows you to search for radio stations by city, state, zip, AM/FM, call sign, and/or format. Listings include call sign with link to radio website, frequency, signal strength, city/state, any school affiliation, and format.

www.altpress.org

The Alternative Press Center (APC) is a nonprofit collective dedicated to providing access to and increasing public awareness of the alternative press. The site provides an online directory of alternative topics magazines, with editor contact info.

SECTION IV: Choosing a Topic

The media considers various elements when deciding whether or not to cover a news topic, and it is critical that you ask yourself these questions when you are considering reaching out:

1) Is this information new? Reporters, editors, and producers are constantly seeking new and previously unreported information so that their newspaper, magazine, TV show, or radio show will be the first to break the news to their audience. For the Hispanic community, it is not unusual for old information never to have been reported by the media – so sometimes you can capture media attention by repackaging older information.

2) Is it timely for media to cover this issue? Even if your news is new and sensational, it will be difficult to compete with a mayoral election, a recent financial or political scandal, or a hurricane. While there are always news events that you cannot prepare for, whenever possible you should select a time when your news will stand out. Likewise, the media is more likely to cover a story if there is already a focus on HIV and AIDS in the community and you can provide a new angle while "riding that wave." Choosing the right time to release information to the media requires forethought, good reasoning, and luck. However, do not forget that there are **already four days of the year when many minority beat, health, and other reporters will be looking to do a story on Hispanics and HIV/AIDS:**

1) National Women and Girls HIV/AIDS Awareness Day on March 10

2) National HIV Testing Day on June 27

3) Latino HIV/AIDS Awareness Day on October 15

4) World AIDS Day on December 1

3) Does this topic affect the community the reporter covers? In general, the more people who are affected or could be affected, the more likely the reporter is going to take an interest in your news topic. In particular, you need to consider how the information will impact the particular reporter's audience. For example, while a local Spanish-language publication may believe that information on the national incidence of HIV and AIDS in the Latino community is newsworthy, a local English-language publication will likely require more locally-targeted statistics in order to publish the story.

4) Do you have a human interest story or a human example to illustrate your media message? Newspapers, magazines, TV, radio, and other media publications are trying to increase their circulation and readership, and they often do this by telling great human interest stories that capture an audience's attention. CBOs have an abundance of potential human interest stories to offer because of their diverse clients. Preparing HIV-positive or other CBO clients to speak with the media may require writing talking points and practicing the interview, but it will be well worth the effort and result in more media interest. While the health professional or expert is important because they provide credence and validity, the real-life person who speaks about acquiring and living with HIV or full-blown AIDS tells a far more gripping story.

5) Is there anyone famous involved in your event or press conference? Fame is fame, and media always responds well to an individual's star power or influence within the community. It will increase media interest when you invite a local politician to speak at your event or, even better, if you are able to invite a nationally-renowned musician or artist.

SECTION V: Press Releases

A press release is used to alert the media to your event, press conference, or release of a research report. Press releases are produced in the hope that television and radio stations and print sources, such as newspapers and magazines, will become interested in the event or topic and therefore publish a listing, attend the event, and produce a story. While news releases may vary, they should always include a brief, factual description of the event or topic and list the individuals – artists, politicians,

community leaders – and organizations involved. For most media syndicates, press releases should be sent out two weeks to ten days before the event with follow-up calls or invitations being made the week before and the week of the event. The Internet has made it possible for electronic invitations to be sent out multiple times prior to the launching of an event or program. **Some media syndicates, especially magazines and other weekly or monthly publications or TV and radio programs, may require longer lead times,** so it is important to develop a relationship with your media contacts over time so that you know the optimal time to alert them to your news.

Sometimes, a media campaign will require two separate press releases: one shorter alert that goes out before the event or report release (sometimes called a “Media Advisory”) and one longer release that goes out after the event, news conference, or release. Note that the purpose of the Media Advisory is to tease news editors and reporters with just enough information to entice them to attend the event or news conference, but not enough information to write about it without attending your event. The second and more detailed news release is then available to the reporters who come to the event, and is also available after the event to other reporters who were not able to attend. Examples of these separate kinds of releases are provided below.

What information should be included in a press release?

What: What services, activities, or research information will take place or become available to the public in the future?

When: When will your event or program take place or when will the information be released? (Include date and time.)

Where: Where is the event being held? (Provide directions if necessary or a phone number and access code if it is a telephonic press conference.)

Who: Who will the event feature?

Why: Why is this event being held at this time in this community?

Contact: Who can be contacted for more information? *Note that this person is not always the organization’s CEO or spokesperson, but rather an individual who is easily reachable and can quickly put the news reporter in contact with the information or the organization’s spokesperson.*

Other: What, if any, requirements or restrictions are there for attending your event? Do members of the media need to RSVP in order to gain access?

When possible, you should try to include a “hook” – an idea about what makes your event unique – or try to “ride the wave” by relating your topic to other stories that are currently being covered. It is sometimes helpful to approach media with the attitude that you are doing them a favor by letting them know about this exciting new happening or trend.

Tips to Structuring a Standard Press Release

- **Press releases should be typed, never exceed two pages and rarely exceed one page, and checked carefully for spelling and grammar.** Press releases need to be presented in a professional manner that is easy to read. Furthermore, spelling and grammatical errors are a quick ticket to the editor's wastebasket.
- **The name, logo, and address of the organization sending the press release should be prominently displayed at the outset.** This is easily accomplished by using preprinted letterhead, designed either professionally or on your computer.
- **Always include the name and phone number of a specific person to be contacted for more information at the top of the first page.** The contact person should be prepared to handle calls from the media. He or she should have a thorough understanding of the release; however, if not authorized to make further "on the record" statements concerning the release, the contact person needs to be able to quickly put the reporter in touch with the spokesperson.
- **Include a release date and time at the start of the body text on the first page.** Examples: EMBARGOED UNTIL February 28, 2002; FOR IMMEDIATE RELEASE; RELEASE AT WILL (if not time-sensitive).
- **At the top of your press release put a suggested headline in all caps and bolded.** This should be a catchy headline that summarizes the press release and entices an editor to continue reading. For example, "SALUD HOY, HEALTH AND THE ARTS IN LONG BEACH, SHOWCASES GALLERY SPACE IN CLINIC MERGING ART WITH HIV COMMUNITY EDUCATION" is more alluring than "CLINIC TO SHOWCASE GALLERY." You can also use a subheading for more details. This should be bolded but not in caps.
- **Always make your first paragraph the most important item in the article.** The first paragraph should be the "sales hook" for the editor or reader and should contain the essential five "W"s (Who, What, Where, When, Why).
- **Follow up with the facts of your story in descending order of importance.** Make sure to reference your sources and include key statistics that are brief and to the point. Since too many statistics can often disrupt the flow of a press release, consider using bullets when you have significant amounts of information to pass on.
- **A quote by the organization representative and the most influential or intriguing participants add more substance to your release.** It also makes it more appealing for the media to publish, as it is an enticing item for a publication that may not have enough staff to further investigate or conduct a follow-up interview.

- **End your press release with the boilerplate (general description) of your organization.** The boilerplate can be your mission statement or a brief description of your vision or goals.
- **If the main text continues onto another page,** write **MORE** or **OVER** at the bottom of the page to indicate that the text continues.
- **At the end of the main text of the article,** signal that it is the end by putting three pound signs, “# # #,” or the word “END.”
- **After the “end” signal, put any special additional information that does not fit elsewhere.** For example, you can list the schedule for a special photo opportunity and/or interview availability.
- **Whenever possible, translate your press release into Spanish for Spanish-language media.** This is particularly important for detailed press releases that provide a significant number of statistics because Spanish-language newspapers are likely to reprint the press release verbatim. It is best to hire a professional translator who is familiar with using a pan-Latino style of Spanish. If funding is not available for a formal translator, use the human resources within your organization and solicit help from Spanish-speakers from various countries of origin for both assistance in the development of the document as well as final review prior to release.

Press Release Samples

I. Necessary Elements of a Press Release

The following is an example of the elements needed in a press release. While the details necessary to write a compelling title and first paragraph are standard for all press releases, there is flexibility in how the rest of the news release is structured. (Please note that the names, news, and statistics in these sample press releases are all fabricated.)

Your Logo Here

FOR IMMEDIATE RELEASE:

DATE (Date that you want the information released)

Contact:

Contact Name

Contact Number

Email

“TITLE HERE”

(Example: SALUD HOY, HEALTH AND THE ARTS IN LONG BEACH, SHOWCASES GALLERY SPACE IN CLINIC MERGING ART WITH HIV COMMUNITY EDUCATION)

CITY, STATE – (Example: AUSTIN, TX –) This is the opening paragraph, and it should be very brief but explain all five “W”s: Who, What, Where, When, Why. This paragraph should be anywhere from two to three sentences long and include the event’s date, time, and important people.

The next paragraph goes into more detail. For example, this section could explain the importance of the event and why it is taking place. This is a good place to mention that the program and its participants depend on grants and other outside funding. In general, remember that most important information should be placed at the beginning of the article – information at the end is less likely to be read.

“This paragraph should be a quote provided by the sponsor organization’s CEO or the event’s main attraction. Usually it is two sentences and includes the key message on why this event is important and how it connects with the sponsor organization’s mission.”

Another section could talk about the need for your particular program(s). This is where you will go into detail about how it got started and what services you offer. Or, if the press release is announcing the release of a recent study on Latinos and HIV and AIDS, you should include statistics in this paragraph. Once again, you should keep paragraphs to about three to five sentences in length.

“You may use this paragraph to provide another quote. For releases that present

significant amounts of content, announce the release of a report, and/or include multiple event sponsors, it is often necessary to include quotes by multiple people; the quotes also break up the dense writing of a press release and make it more likely that the reporters will continue reading.”

This paragraph can be used to recap the event details and ask that reporters interested in attending should contact BLANK.

The very last paragraph is called the “boilerplate.” It is usually no more than two to three sentences long. Example: The Salud Hoy Arts Program strives to provide health promotion and education using a community arts model targeting Latino families and youth. The program is a nonprofit 501(c)(3) organization that fosters community revitalization through health education and arts appreciation.

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(This mark lets the reader know that it is the end of the article.)

II. Sample Media Advisory for an Event

This is an example of a "Media Advisory" or a short press release used to announce an event or a press conference to the media. This advisory is convincing reporters to attend San Angelo's Latinos United HIV/AIDS Awareness Day event. Notice how the information entices without giving it all away and how it relates this specific, local information to the larger context of HIV and AIDS in the Latino community.

LATINOS UNITED of San Angelo

FOR IMMEDIATE RELEASE:

October 5, 2006

Contact:

Maria Moreno

(934) 562-9875

Email:moreno@lugj.org

**LATINOS UNITED TO RECOGNIZE LATINO HIV/AIDS AWARENESS DAY
WITH EVENT FEATURING SAN ANGELO NATIVES MIGUEL ARROYO
AND JULIA LOPEZ**

**Diverse Program Will Include Spoken Word Performances by Local AIDS
Activists and a Play Highlighting the Most Recent Statistics About HIV and AIDS'
Impact on Hispanics**

San Angelo, KS – Miguel Arroyo and Julia Lopez will join Latinos United and local community activists in a fun, entertaining event recognizing Latino HIV/AIDS Awareness Day, which takes place annually on October 15. *(Note: If you post this site on a website or send digitally via email, you may consider placing a link on "Latino HIV/AIDS Awareness Day" to a national site that covers the topic, such as the Centers for Disease Control and Prevention at www.cdc.gov.)* The first-ever San Angelo event to highlight the impact of the disease on the local Hispanic community will include educational workshops, free food donated by area restaurants, an opportunity to take a free and confidential HIV test, and diverse musical and theatrical performances. The daylong extravaganza will take place at the San Angelo Fairgrounds on Saturday, October 15, beginning with educational workshops at 9:00 a.m. and ending with the Arroyo/Lopez concert at 7:00 p.m.

(Note: Weekends can sometimes be more difficult to entice reporters because their staff is significantly diminished on the weekend. This is particularly true for TV because camera operators are often union workers who require double pay on the weekend. In events like this one that occur on a specific calendar day – such as Latino HIV/AIDS Day or World AIDS Day on December 1 – it is easier to gain media coverage if your event falls on or right before the day.)

In recent years, San Angelo has seen a surge in the incidence of HIV and AIDS, and this is particularly felt by its Hispanic community who, while representing only 14% of the population, account for 20% of all locally reported cases of the virus. Mirroring national trends, transmission through heterosexual sex (25% for Latino men and 85% for Latinas) is growing at a faster rate than historically more traditional transmission patterns, but behavior and testing rates remain unchanged.

The Latino HIV/AIDS Awareness Day Extravaganza will begin with workshops such as "HIV/AIDS in San Angelo Compared to HIV/AIDS in the World," "Talking to Your Boyfriend or Girlfriend About HIV," and "Living with HIV and AIDS Today," which are meant to present up-to-date and easily accessible information to a diverse cross section of the San Angelo Hispanic community. Latinos United's Youth Group will kick off the performances at 2:00 p.m. with a theatrical performance of *Gabriela, La Mamá Inocente, Honorable y POSITIVA!*, a play based on the life of a young Latina mother who contracts HIV through her husband. The stage performances will continue with acts by local musicians and spoken-word poets and will culminate in the 7:00 p.m. concert by Miguel Arroyo and Julia Lopez.

MEDIA ADVISORY

- WHAT:** First-ever San Angelo Latino HIV/AIDS Awareness Day event featuring educational workshops, live theatrical, musical, and spoken-word performances, free food, and free and confidential HIV testing.
- WHO:** Miguel Arroyo and Julia Lopez, Latinos United Youth Group, and other local artists.
- WHEN:** Saturday, October 14 – National Latino HIV/AIDS Awareness Day
Educational workshops 9:00 a.m.-Noon
Stage performances beginning at 2:00 p.m. and ending with Arroyo/Lopez Concert at 7:00 p.m. (see attached schedule for details)
- WHERE:** San Angelo Fairgrounds, 1462 Ridgeway Blvd., San Angelo, KS 12345

Latinos United, the event sponsor, is a nonprofit social service organization that provides free health care, youth and adult education classes, workforce training, and homeownership counseling to San Angelo's Hispanic and underserved immigrant communities. Founded in 1982, Latinos United seeks to fully integrate Latinos into the San Angelo society by supporting their education, health, and financial well-being. For more information, go to www.lugj.org

Note: Another style for presenting this information in a shorter format is:

LATINOS UNITED of Greater San Angelo

FOR IMMEDIATE RELEASE:

October 5, 2006

Contact:

Maria Moreno

(934) 562-9875

Email: mmoreno@lugj.org

**LATINOS UNITED TO RECOGNIZE LATINO HIV/AIDS AWARENESS DAY
WITH EVENT FEATURING SAN ANGELO NATIVES MIGUEL ARROYO
AND JULIA LOPEZ**

WHAT:

First-ever San Angelo Latino HIV/AIDS Awareness Day event featuring a concert by San Angelo natives Miguel Arroyo and Julia Lopez; educational workshops such as "HIV/AIDS in San Angelo Compared to HIV/AIDS in the World," "Talking to Your Boyfriend or Girlfriend About HIV," and "Living with HIV and AIDS Today"; and other live theatrical, musical, and spoken-word performances. There will also be free food provided by local area restaurants and opportunities to take a free and confidential HIV test. (For a detailed list of workshops and artistic performances, see the attached schedule.)

WHO:

In recent years, San Angelo has seen a surge in the incidence of HIV and AIDS, and this is particularly felt by its Hispanic community who, while representing only 14% of the population, account for 20% of all locally reported cases of the illness. Mirroring national trends, transmission through heterosexual sex (25% for Latino men and 85% for Latinas) is growing at a faster rate than seen in earlier transmission patterns, but behavior and testing rates remain unchanged.

WHEN:

Miguel Arroyo and Julia Lopez, Latinos United Youth Group, and other local artists.

Saturday, October 14 – National Latino HIV/AIDS Awareness Day
Educational workshops 9:00 a.m.-Noon
Stage performances 2:00-7:00 p.m. (see attached schedule for details)

WHERE:

San Angelo Fairgrounds, 1462 Ridgeway Blvd., San Angelo, KS 12345.

Latinos United, the event sponsor, is a nonprofit social service organization that provides free health care, youth and adult education classes, workforce training, and homeownership counseling to San Angelo's Hispanic and underserved immigrant communities. Founded in 1982, Latinos United seeks to fully integrate Latinos into the San Angelo society by supporting their education, health, and financial well-being. For more information, go to www.lugj.org

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III. Example of a Longer Press Release

This type of news release is meant to be shared with reporters for the day of the event or publication release; it is longer and includes quotes and more content. This particular example refers to the release of a report during a press conference on the prevalence of HIV and AIDS among Latinos in Puerto Miguel, and especially focuses on its impact on Latinas. This press release would have been preceded seven to ten days before by a much shorter advisory providing basic details about the press conference and a tease of information about the report.

(Note: CBOs who do not write research reports might also use this type of media plan and news release if they are gathering together local experts on HIV and AIDS to present information at a news conference or panel discussion. Simply pulling together localized information on Latino HIV and AIDS rates from the CDC website, for example, will likely interest the local media and help you in your efforts to spread the word about the disease.)

Amigos de la Comunidad

FOR IMMEDIATE RELEASE

July 15, 2006 *(Note: July and August are quiet media months, and a small CBO can take advantage of this time to make it into the news.)*

Contact:

Javier Trujillo
(602) 854-6298
Email: jtrujillo@amigos.org

AMIGOS' REPORT SHOWS THAT THE INCIDENCE OF HIV/AIDS IS RISING IN PUERTO MIGUEL, ESPECIALLY AMONG LATINAS

Public Health Experts and HIV+ Latinas Join the Study's Authors to Call for Improved Prevention Efforts Targeting Hispanics

Puerto Miguel, NE – On Saturday, July 15, Amigos de la Comunidad released the first-ever report to document the growing incidence of HIV and AIDS in the Latino community of Puerto Miguel, which in the last five years has experienced rates that outpace the national average. In the report's examination of the disease's impact on various age, gender, and

socioeconomic subgroups, as well as its pattern of transmission, it found an alarming increase in young Latinas who contract the HIV virus through heterosexual activity. Despite the growing prevalence of heterosexual transmission and its disproportionate impact on women, public health experts and HIV+ Latinas joined with the report's authors to discuss the lack of prevention programs that specifically target young Latinas, the Latino family, and heterosexual Latino males.

"The Growing Impact of HIV and AIDS on Hispanics in Puerto Miguel shows that we are failing to reach and educate our Latino community about the contemporary risks of contracting HIV, and Amigos de la Comunidad calls for health professionals, educators, and community leaders to act quickly if we are to prevent more increases in HIV infections," said Amigos de la Comunidad Executive Director Yanira Medina. "The time of thinking that HIV and AIDS is a gay disease or a disease that only affects intravenous drug users is long over, but as with so many other health issues that disproportionately affect Latinos, the lack of culturally- and linguistically-appropriate HIV prevention information is a major barrier to reversing the growing HIV and AIDS rates in our community."

Although national Hispanic HIV and AIDS rates have steadied in recent years, the report finds increases in HIV infection rates among all Puerto Miguel Hispanic subgroups except intravenous drug users.

- Hispanics accounted for 23% of all new Puerto Miguel HIV cases in 2004 compared with only 17% in 2001; Whites, on the other hand, experienced a decrease in infection rates from 30% of all new HIV infections in 2001 to 27% in 2004.
- Following the national trend, Latinas account for a growing share of HIV cases, but infection rates for Latinas is significantly more pronounced in Puerto Miguel, wherein 37% of all new Hispanic 2004 HIV (not AIDS) cases were women compared to the national average of 28%.
- Puerto Miguel's Hispanic women are also contracting the disease through heterosexual activity at a much higher rate than other ethnic subgroups. While in 2001 44% of Puerto Miguel's Latina HIV cases reported contracting the disease through sex with a man, that number rose to more than 68% in 2004.

"This report sheds light on an issue that has been ignored by public health researchers, government, and medical professionals throughout the country, and we hope that its findings will urge other communities to examine HIV and AIDS' impact on Hispanics and other underserved communities," said Gregory Reading, Professor of Preventative Health at the College of Puerto Miguel and a contributor to the report. "It is only once we are armed with the information that we can begin to invest in effective public health

programs and support community-led prevention campaigns.”

In addition to its detailed analysis of the impact of HIV and AIDS on Hispanics in Puerto Miguel, the report offers suggestions – such as designing prevention campaigns that specifically target Hispanic youth, Latinas, and Latino men – which depart from historical HIV prevention campaigns by placing the risk of contracting the disease within an Hispanic context. Authors also call on medical personnel and community health leaders to increase the number of standard HIV screenings, develop free testing sites similar to the one offered at Amigos’ health clinic, and seek partnerships with schools to further educate youth on their risks.

“When I learned that I was HIV-positive, I assumed that it was a mistake because I had never engaged in any of the activities that were traditionally assumed to put you at risk,” said Dalia Hernandez, an Amigos de la Comunidad client who contracted HIV from her husband. “This report proves that I – like so many Latinos – was misinformed, but now we have a real opportunity to transform our community’s understanding about this disease and put an end to its spread.”

For more information or to obtain a copy of the report, *The Growing Impact of HIV and AIDS on Hispanics in Puerto Miguel*, please contact Javier Trujillo at jtrujillo@amigos.org or at (602) 854-6298.

About Amigos de la Comunidad:

Amigos de la Comunidad is a private, nonprofit, community-based organization that seeks to strengthen Puerto Miguel’s Hispanic community by providing free health care, citizenship and adult continuing education classes, and financial and homeownership counseling services. In addition to its social service programs, Amigos conducts research to fuel its political advocacy department.

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SECTION VI: What Goes in a Press Kit?

Since the press release's primary purpose is to provide only the most enticing information and succinct messages about your event, issue, or report, it is sometimes helpful to provide members of the media with additional materials, which you must carefully collect and present in what is commonly called a press kit, or a media kit. Press kit elements support the same five "W"s that you provide in the press release; however, they provide an additional layer of information for the reporter who has taken an interest and wants to dig deeper into your topic. The media kit also provides the organization with an opportunity to brand itself further and promote its larger mission.

For an event-related media campaign, a press kit might include a detailed schedule with a description of events and speaker bios, as well as a catalogue or fact sheet on your organization. You may also want to include sample *novelita* brochures and *tarjetitas*.

For an issue-driven news release – such as a media campaign launched for Latino HIV/AIDS Awareness Day – the media kit might include fact sheets with local and national Hispanic HIV and AIDS statistics, TV or radio PSAs, personal statements by HIV-positive Latinos who have agreed to serve as spokespersons, and a listing of free testing sites and support centers. Again, you may also want to include sample *novelita* brochures and *tarjetitas*.

If you are releasing a research report, the press kit should include a copy of the report and – if it is longer than 20 pages – the report's executive summary or a fact sheet. It may also include a list of potential spokespersons that could support the report's findings or provide real-life stories that further demonstrate its validity.

(Note: You should not provide contact information for these spokespersons because you want all media calls to go through your organization's contact person so that you maintain control and can keep track of media interest.) As with other media kits, it must also include some basic information about your organization and its HIV/AIDS work, and you may consider including sample *novelita* brochures and *tarjetitas*.

Press kits are usually packaged in folders with the organization's logo and other personalized branding information, including business cards for the campaign's key spokesperson and the organization's media contact. They are distributed at events, during a press conference, and via email or sometimes through regular mail. Since it is increasingly common to provide information digitally through email, it is important to have all the elements of a press kit in a digital format that cannot be reproduced (e.g., in a PDF format).

(Note: If your CBO is interested in receiving a digital version of this text and the sample news releases, please contact NCLR Latino Families HIV/AIDS Prevention Project Staff at 1-800-920-5990.)

SECTION VII: The Pitch Call

All efforts to organize an exciting event or present new, cutting-edge information to the press will be to no avail if you do not master the pitch call, wherein you have a very brief opportunity to explain your press release to an individual editor, producer, or reporter and tell them why they should cover your event, issue, or research report. The pitch call is vastly improved once you develop a relationship with the reporter and learn how the media syndicate assigns stories and sets deadlines.

When to Call

If you do not have a previously established relationship with a media outlet, you should begin making pitch calls more than two weeks ahead of time (before you have sent a media advisory) so that you can identify the proper contacts for each media syndicate. While the timing for when you should make pitch calls depends on media syndicates' deadlines (whether they are a daily or weekly, etc.), most calls should be made a week before and the week of your organization's event.

- For daily print publications, avoid calling after 2:00 p.m.; at this hour most reporters are working on a 5:00 p.m. deadline to complete an article. As you get to know reporters, you may learn to reach them directly before or after their morning editorial meeting where the editors determine the day's or week's news content. You should always make a brief follow-up call the day before or morning of your event or press release to remind the reporters and get a final sense of whether or not they will be covering it.
- For TV and radio programs, learn when the specific programs conduct tapings and plan your pitch call for the day after their edited program must be submitted to air; it will be much easier to catch the producers' attention when they are not distracted by a deadline. For local Spanish and English daily news programs, which are looking for daily breaking news, you should begin your pitch to the news editor about a week before your press conference or event, and always place a follow-up call early in the morning (usually by 9:00 a.m.) on the day before and the day of your event, since local TV news stations usually determine what their reporters and camera operators will cover every morning during their news assignments meeting (usually around 10:00 a.m.).
- Since most magazines determine their content four to six months ahead of time, you must make the pitch call very early if you want the story to be published around the time of your event. The key to magazine coverage is developing a relationship with the news editor so that you know when and if they are planning a health- or Hispanic-focused issue.

How to Prepare for a Media Interview

Much like media interview preparation, the best way to prepare for the pitch call is to practice out loud, making sure that you can explain the issue in two to three sentences and then offer an enticing reason why the particular media syndicate should cover it. For example:

I am calling from Los Amigos de la Comunidad, a local Latino community-based organization, and I would like to speak with you about a report that we are releasing on the growing incidence of HIV/AIDS among Puerto Miguel's Hispanic population. Do you have a moment to talk or is there someone else who covers this beat who might be interested in attending our upcoming press conference?

Once you ask reporters for some time to talk, they will usually say “no” or that they have one minute, and this is when you need to convey the most critical elements of your argument. Remember to start with the most enticing layer, and continue only as the reporter or producer asks questions or shows interest. For example, the above conversation might continue:

The report that we are releasing next Tuesday provides the first-ever analysis of AIDS' impact on various age, gender, and socioeconomic subgroups of Puerto Miguel's Latino population, as well as its pattern of transmission. Basically, the results indicate an alarming overall increase in the spread of the disease – especially among young Latinas who contract the HIV virus through heterosexual activity. The report's findings are particularly chilling when compared to the disease's decreasing impact on other communities in Puerto Miguel and when compared with the national rates of infection among Hispanics, which have largely stabilized in recent years. Amigos is holding a press conference next Tuesday with the report's authors, local public health experts, and an HIV-positive Latina activist, who will discuss the report's findings and provide detailed suggestions on how to address the disease's spread among Hispanics in Puerto Miguel.

You should be prepared to answer basic questions about the study and to provide one or two “exciting” statistics to further spark the reporter's interest. Even if you have already sent them a media advisory, make sure that you offer to send it again.

(Note: Sometimes reporters will ask for an embargoed copy of the report, which will allow them to do all the background on their article prior to release; in most cases, you should be prepared to give them this embargoed copy of the report with clear directions on when they are allowed to release the information to the public.)

¹Kates, Jennifer and Alicia Carbaugh, HIV/AIDS Policy Fact Sheet: Latinos and HIV/AIDS. Menlo Park, CA: The Henry L. Kaiser Family Foundation, February 2006.

²Ibid.

³Petry, N.M., “Alcohol Use in HIV Patients: What We Don't Know May Hurt Us,” *International Journal of STD and AIDS*, Vol. 10, No. 9, September 1999, pp. 561-570.

⁴National Center for HIV, STD and TB Prevention, Centers for Disease Control and Prevention (CDC), Increases in HIV Diagnoses – 29 States: 1999-2002, Morbidity and Mortality Weekly Report, Vol. 52, No. 47, November 28, 2003, pp. 1145-1148.

⁵Glynn M, Rhodes P, "Estimated HIV prevalence in the United States at the end of 2003," Abstract No. 595 presented during the National HIV Prevention Conference. Atlanta, GA, June 2005.

⁶National Center for HIV, STD and TB Prevention, Centers for Disease Control and Prevention, Cases of HIV Infection and AIDS in the United States, 2004, HIV/AIDS Surveillance Report, Vol. 16, Table 5b. Department of Health and Human Services, 2005. Available at <http://www.cdc.gov/hiv/stats/2004SurveillanceReport.pdf>.

⁷Ibid, Table 11.

⁸HIV/AIDS Policy Fact Sheet, op. cit.

⁹National Center for HIV, STD and TB Prevention, Center for Disease Control and Prevention, U.S. HIV/AIDS Cases Reported Through 1993, HIV/AIDS Surveillance Report, Year End 1993 Edition, Vol. 5, No. 4, Table 19. Department of Health and Human Services, 1993. Available at <http://www.cdc.gov/hiv/stats/hivsur54.pdf>. (Note: 1993 HIV case estimates are based on reports from 26 states with confidential name-based testing.)

Cases of HIV Infection and AIDS in the United States, 2004, Table 20, op. cit. (Note: 2004 HIV case estimates are based on reports from 42 areas with confidential name-based testing.)

¹⁰U.S. HIV/AIDS Cases Reported Through 1993, Table 20, op. cit. (Note: 1993 HIV case estimates are based on reports from 26 states with confidential name-based testing.)

Cases of HIV Infection and AIDS in the United States, 2004, Table 22, op. cit. (Note: 2004 HIV case estimates are based on reports from 42 areas with confidential name-based testing.)

¹¹U.S. HIV/AIDS Cases Reported Through 1993, Table 20, op. cit.

Cases of HIV Infection and AIDS in the United States, 2004, Table 22, op. cit. (Note: the number of Hispanic women who contracted HIV through heterosexual activity in 2004 is likely much higher since anecdotal evidence suggests that a vast majority of the female cases reported under the transmission category, "Other/Risk factor not reported or identified," contracted the disease heterosexually. In 2004, for example, 29% of all new Latina HIV cases fell under the "Other/Risk factor not reported or identified" category.)

¹²The Henry J. Kaiser Family Foundation, Key Facts: Latinos and HIV/AIDS, July 2003.

Estimates include U.S. dependencies, possessions, and associated nations, and cases of unknown residence.

¹³Ibid.

¹⁴Ibid.

¹⁵National Alliance of State & Territorial AIDS Directors, Addressing HIV/AIDS Latino Perspectives & Policy Recommendations, July 2003.

¹⁶Ruiz, Sonia, Jennifer Kates, and Claire Oseran, HIV/AIDS Policy Fact Sheet: Latinos and HIV/AIDS. Menlo Park, CA: The Henry L. Kaiser Family Foundation, July 2003.

¹⁷HIV/AIDS Surveillance Report, Cases of HIV Infection and AIDS in the United States, 2004, Vol. 16, Table 11. (Note. These numbers do not represent reported case counts. Rather, these numbers are point estimates, which result from adjustments of reported case counts. The reported case counts are adjusted for reporting delays and for redistribution of cases in persons initially reported without an identified risk factor. The estimates do not include adjustment for incomplete reporting.)

¹⁸Ibid.

¹⁹HIV/AIDS Policy Fact Sheet, op. cit.

²⁰Ibid.

²¹Cases of HIV Infection and AIDS in the United States, 2004, Table 7, op. cit.

²²HIV/AIDS Policy Fact Sheet, op. cit.

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